



USAID

FROM THE AMERICAN PEOPLE

Private Sector User Experience

Diagnostic

Survey Results from period September 2021

Presented: December 16, 2021

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Private Sector User Experience Diagnostic

- USAID has **never previously assessed** what the experience of engaging with the Agency feels like from the partner's perspective.
- The team developed an external **18-question anonymous survey** that gauged the experience of private sector entities on:
 - Their motivations for engaging with USAID
 - The experience with USAID across the areas of: Service Quality, Process, and People
 - How USAID can improve the customer experience
- The team received **707 individual responses** in September 2021.

The full User Diagnostic went beyond just the survey - also included **interviews and focus groups** with the private sector. This provided an opportunity for the Agency to further understand challenges and opportunities for engagement in a structured manner.

TOP COMPLIMENTS: Private partners express appreciation for USAID's transparency, staff collaboration, and staff knowledge

70% of participants agree that engaging with USAID is worth the time, cost, and effort to their organizations.



Transparency

60% agree USAID sets clear and accurate expectations at the beginning of an engagement



Program design

57% agree USAID staff effectively collaborates on the strategy and design of engagements



Technical expertise

57% agree USAID staff's knowledge of their industry is sufficient for effective engagement

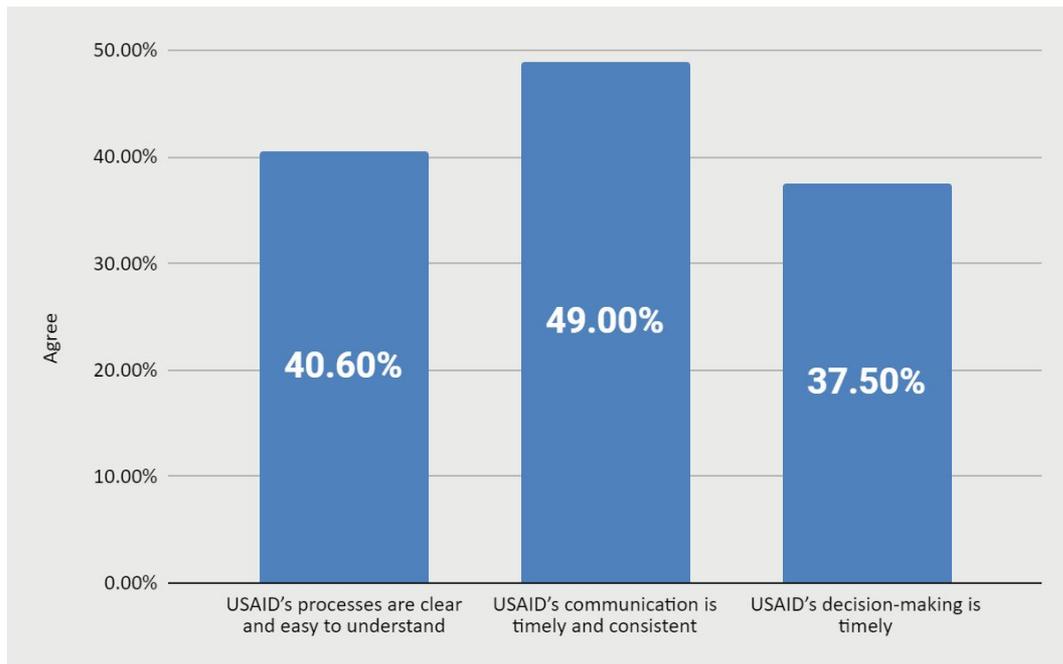


Goals

55% agree it is easy to align on common goals and priorities with USAID

TOP CONCERNS: Private partners indicate frustrations with the agency's processes, communications, and timely decision-making.

Percentage of Respondents who Indicated that they Strongly Agree or Agree with these Statements



“USAID’s approach to engaging with the private sector is like something out of the 1970s. The entire process, structure, incentives and talent needs to be overhauled and build completely anew. USAID is not nimble, not fast, not easy to work with, and far too top down.”

- Respondent who described themselves as a frequent engager of USAID, answering the prompt “What is one thing USAID could do to make your experience with us better?”

What could USAID do to make your experience with us better?



“1) It’s hard to know where to start and who to contact. A more clear, welcoming ‘window’ for working together. 2) Easier, less bureaucratic process. 3) Fewer people so openly skeptical of the value of working with the private sector.”

“Be clear who is expected to pay (us or others), how much, when, and for what. Too often, USAID uses ‘partnership’ to mean private sector companies are expected to spend our own money for USAID’s goals.”



“Recognizing that USAID has a wide variety of governance rules and stakeholders that it must adhere to and follow as a public agency and responsible fiscal steward of taxpayer dollars, it’s ability to move quickly/flexibly is understandably limited. However, better delineating sandboxes to operate in a more flexible fashion – particularly given the ambiguous and rapidly-changing environments its partners operate in – would be helpful.”

“For commercial entities looking to engage, the complexity around doing projects is very high, especially when you are not used to it. Also, you need more flexibility in terms of funding to allow for creative approaches to solve problems. My business would be willing to co-invest, but then we battle to get funding in areas where we needed it.”



It is critical that USAID address three key pain points in our partners' experience:

1. Timeliness and transparency of **decision making**
2. Simplifying burdensome **processes and bureaucracy**
3. Improving external **communication and outreach** to private sector

To address these points, USAID is working to introduce or improve the following measures:



Flexible PSE Funds



CRM System



Real-time experience
analytics



Access to USAID:
Front Door and Concierge



Relationship
Managers



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Electronic Signing: Getting Documents Shared and Signed, Faster and Safer

Business Forecast & Partner Update
Webinar
December 16, 2021

New Electronic Signing Solution Overview

USAID has deployed a new document sending and signing solution to all Acquisition and Assistance staff, internally called the eSign Portal. This new tool is built on the DocuSign platform and has been implemented to:

1. **Automate the sharing and signing process**, and
2. **Increase security** by authenticating document access according to Agency standards for identity proofing.

Partners will be required to create a [Login.gov](https://login.gov) account one time, which takes two minutes or less, otherwise **no software** will be required.

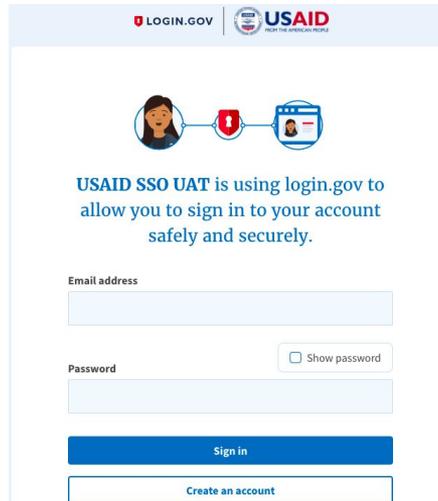
How Do You Sign A Document?

Three Simple Steps

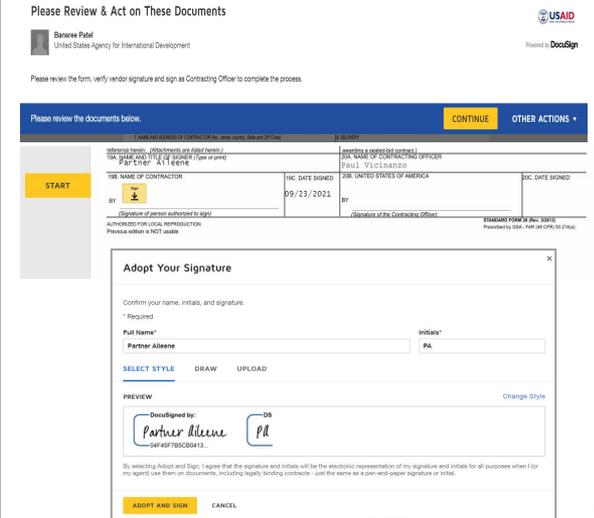
1. Partner receives an email with link to documents ready for signature



2. Login.gov will authenticate you prior to accessing documents



3. Adopt a signature and sign document



Frequently Asked Questions

Q: What if I need to change the signing authority or would like updates made to the documents before signing?

A: Contact the document sender and they can update the signing roles as well as amend documents before signing.

Q: Why do I need to use Login.gov to access the document?

A: Login.gov is a federal shared service utilized across USAID applications to provide secure access to Agency applications and documents; this protects the Agency and partner organizations.

Q: Where can I get additional information?

A: To learn more about the new electronic signing process visit the 'Resources for Partners Page to access FAQ resources:

<https://www.usaid.gov/work-usaid/resources-for-partners/electronic-signatures>